

# OUR TEAM & CORE VALUES

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**SEED PLANNING  
MEDICAL BUSINESS UNIT**

# HOLDEN × SEED PLANNING

Your Official Local Ground Team for Japan Market

*—Your trusted operational partner for  
seamless multi-country projects in Japan*

At Seed Planning, we proudly serve as Holden's official local ground team for the Japan market. Our collaboration is built on mutual respect, shared values, and a commitment to delivering authentic, actionable insights from Japan. Together with Holden, we act as your single point of contact — providing direct access to unique local insights, and ensuring smooth project operations across borders. Whether it's supporting global studies or tailoring approaches to Japan's distinct landscape, we work hand-in-hand as operational partners, always placing trust, transparency, and empathy at the heart of our joint mission.



WHY THIS  
PARTNERSHIP WORKS

- One team, seamlessly connected between Japan and the world
- Bilingual experts deeply rooted in the local market
- Trusted by global clients for integrity, cultural understanding, and operational excellence
- Your bridge to real voices and successful project outcomes in Japan

# MEET OUR JAPAN TEAM



## Yoshi Honda

Senior Director of  
Research & Operations  
/ Registered Nurse

*"With my nursing background, I endeavor to capture both the client's perspective and field insights. As a team leader, I manage and guide our team to serve as a trusted bridge between Japan and the global healthcare community, always guided by a spirit of true hospitality."*



## Erina Sueta

Research Director & Team  
Leader / Moderator /  
Registered Nurse

*"Drawing on my nursing experience, I design interviews that capture the true voices of healthcare professionals and patients. My goal is to bridge overseas clients with real-world Japanese healthcare, ensuring reliable and reassuring research with my team."*



## Hayato Yamamoto

Team co-lead  
Senior Research Analyst  
/ Moderator

*"I conduct interviews that truly reflect both physicians and patients' thoughts and experiences. My mission is to encourage and inspire my team to reach our full potential together."*



## Yuko Tweed

Team co-lead  
Senior Research Coordinator

*"My expertise in smooth project operations and client-focused communication helps every client feel supported and ensures each project gets the care and attention it deserves."*

# MEET OUR JAPAN TEAM



## **Tomoya Sekiguchi**

Research Analyst

*"I believe strong relationships grow step by step. By building trust and open communication, I'm committed to moving forward together and delivering real impact."*

## **Hiro Nishimura**

Senior Research Analyst

*"Our team's strong sense of collaboration and responsibility empowers us to overcome any challenge together. I'm passionate about finding real insights and delivering meaningful value for our clients."*

## **Haruka Tatsumi**

Senior Research Analyst

*"I value every single voice and always strive to deliver even better research, while continuing to learn and grow myself along the way."*

## **Mai Hayakawa**

Project Manager

*"Having newly entered this field, I now find great fulfillment in taking on client-facing roles, always approaching each task with care to deliver reliable results."*

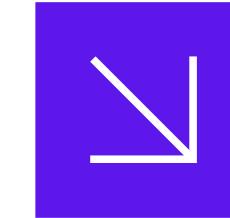
## **Misaki Nakamura**

Research Analyst

*"Having stepped into an entirely new field, every day brings new learning opportunities. With my experience living overseas, I aim to contribute through accurate information sharing and thoughtful, culturally sensitive project support."*

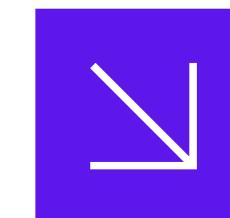
# VISION & MISSION

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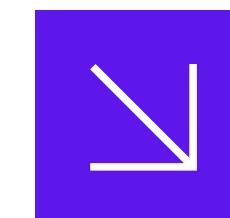
## VISION

To be the most trusted research partner connecting global healthcare innovation with the unique insights of the Japanese medical landscape.



## MISSION

We deliver culturally nuanced, ethically grounded, and scientifically rigorous insights from Japan's healthcare professionals and patients to empower global decision-making.



## CORE VALUES

1. Empathy & Integrity
2. Cultural Understanding
3. Collaborative Excellence

We act with empathy, think with cultural awareness, and work in global partnership.

# WHAT SETS US APART

## OVER 40 YEARS OF EXPERIENCE

As a specialized market research firm with a solid foundation in the Japanese healthcare industry.



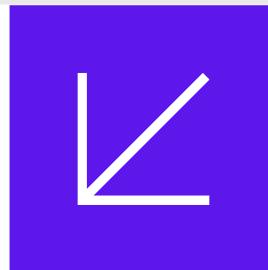
## OUR CORE EXPERTISE

Full service Japan projects —from fieldwork only to comprehensive reporting and consultation.



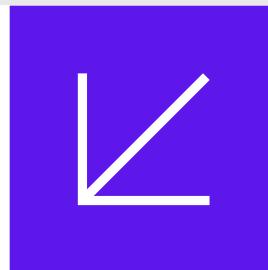
## FULLY BILINGUAL TEAM

Every member can manage global communication and projects seamlessly.



## UNMATCHED REACH IN JAPAN

- The largest physician and HCP panel in the country
- The widest consumer and patient panels
- Unique access to hard-to-reach rare disease and difficult patient segments through our original channel





**Uniting Research Excellence with Industry-leading Interpretation**



# LAMPS × Seed Planning

The Power of Partnership

*“No matter how brilliant the moderation or how rich the insights,  
the true value is only realized when interpretation captures every nuance.”*

A Unique Alliance

Seamless Insight Delivery

Quality Without Compromise

Trusted by Global Pharma

300+  
interviews  
per year

40+  
Global projects  
per year

Seed's global medical team collaborates closely with LAMPS to offer bilingual moderators supported by interpreters who cultural consultants that specialize in healthcare and market research, ensuring that the flow, emotion, and insights are fully transmitted to both Japanese and English clients

This partnership elevates the quality—and credibility—of deliverables, giving global research teams peace of mind about meaning fidelity and cultural nuance.

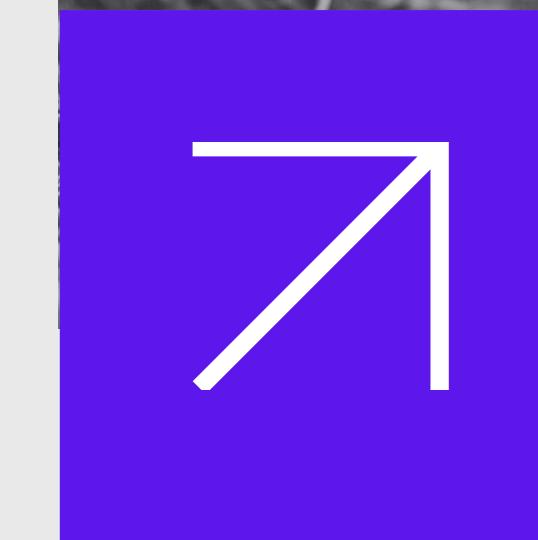
# STAY IN TOUCH

Contact Through  
Your Holden Representative

**ESOMAR** **EphMRA**



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未来がある。



Holden Japan Official Partner  
**SEED PLANNING**

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- 🌐 [seedplanning.co.jp/global/](http://seedplanning.co.jp/global/)